

# Chemist & Druggist

Benn >>

AUGUST 16 1975

THE NEWSWEEKLY FOR PHARMACY

## Wella Balsam Creme Rinses



*Great sales, naturally*

The new, natural Wella Balsam Creme Rinses — guaranteed, sure-fire, fast movers. In three formulas — Almond for dry hair, Lemon for greasy, Herbal for normal hair.

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In popular 95cc and economy 175cc sizes.



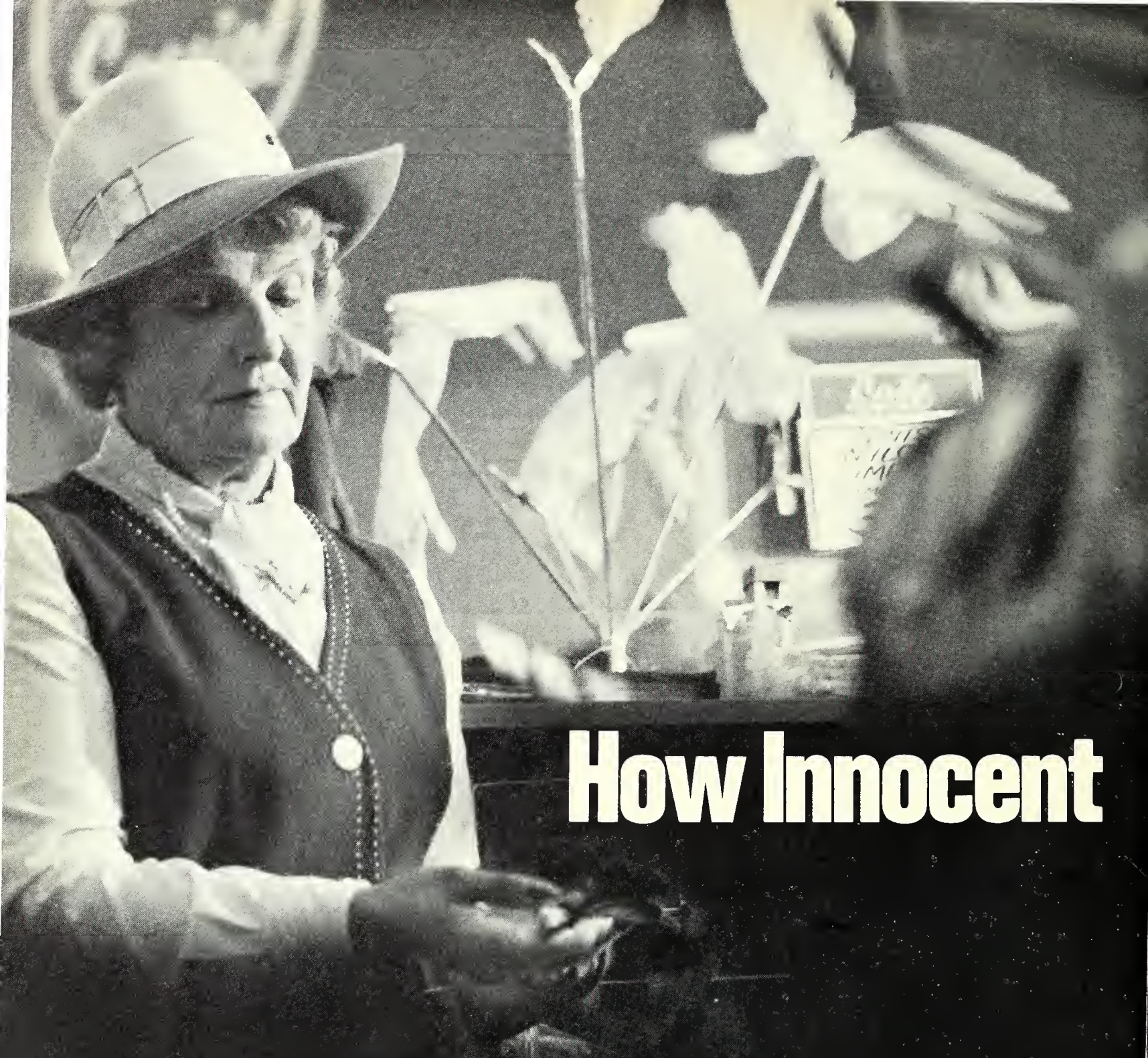
we know about hair.

Chemists 'to  
hold growth  
in 1975'

New symbol  
for FP scripts

Safety packs:  
Dr Owen's  
plans





# How Innocent

Sweet little old ladies, mums with prams, busy executives on their lunch hour. To buy or not to buy. That's the decision. Or maybe it's not.

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# Chemist & Druggist

The newsweekly for pharmacy

16 August 1975 Vol. 204 No. 4977

116th year of publication

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## Contents

Comment <input type="checkbox"/> The next step	207
Chemists expected to maintain sales growth in 1975	208
"Amphetamine plot" chemist fined and jailed	208
Government to go ahead with "safety packs" proposals	209
Society's advice on dispensing digoxin tablets	209
Irish GMS: Minister makes new offer on back payment	210
US consumers favour drug substitution	210
New symbol for some family planning scripts	212
The Xrayser column: Self-medication	213
Sanpro: Time to cut your stock range?	218
Society revises policy on Council candidates' canvassing	220
Smith & Nephew to discontinue some cosmetics	222
Appointments 222	On TV Next Week 214
Company News 222	People 213
Deaths 213	Prescription Specialities 216
Letters 219	Trade News 214
Market News 223	Westminster Report 223
New Products 216	Classified advertisements 225

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# Comment

## The next step

The Council's reaffirmation that the use of "chemist" in a company title is tantamount to the advertising of a dispensing service even when the announcement or advertisement refers only to cosmetics, toiletries—or handbags! is likely to cause reactions varying from incredulity to disappointment and on to approval.

The decision of Independent Chemists Marketing Ltd to accept the ruling and remove from their VTO advertisements the reference to the company's name might seem to be the final move in the debate that has meandered through the corridors of No 17, around Mallinson House and before the Statutory Committee.

Regrettably however, the acceptance by the ICML board of the latest repetition of the ruling—the Council has been unusually consistent throughout the debate—does not mean the end of the story.

Behind the debate concerning the use of the title "chemist" there looms another—that of the use of "pharmacy" in similar circumstances.

Those who are disappointed by the Council's "chemist" interpretation and find themselves restricted by it are unlikely to remain quiescent and uncomplaining if no similar restrictive edict is issued in respect of the description "pharmacy" which continues to appear at regular intervals in the Co-operative movement's national Press advertising.

## Co-op negotiations

It has been pointed out by Mr D. F. Lewis, secretary and registrar of the Pharmaceutical Society, that the Co-ops cannot use "chemist" because they do not have boards of directors on which a superintendent can serve. The Council has been negotiating with the Co-ops to end their use of "pharmacy" and Mr Lewis has also said that the negotiations would be seriously affected by the general use of the "chemist" title.

With the ICML decision probably the last vestiges of use of the title by a large organisation have been cleared away. Council has been ever ready to declare its position when the question of the use of "chemist" has arisen, and it has often taken action that did not have 100 per cent support of the membership. There were, however, a number of majority precedents which it could quote.

The National Pharmaceutical Union has generally supported the Council on many professional aspects, appearing loath to become involved in a confrontation on such matters. The Co-operative Societies may not be so reluctant and theirs is a different situation. However, on professional matters the Council of the Society must be seen to be consistent otherwise its role as an upholder of standards for the public weal becomes suspect.



# Chemists expected to maintain sales growth

Despite anti-inflationary and income control measures, it seems likely that chemists and photographic shops' turnover in 1975 will at least match, and possibly exceed, the 16 per cent average increase of the last two years. That is forecast in a review of trading in chemists and photographic shops carried out by the Economist Intelligence unit and published in *Retail Business* for August.

The expected rise, the article says, would bring sales to around £935m of which multiples and co-operatives would probably do about the same as in 1974; with a rise around the top end of the scale that would bring their sales to about £555m. Independents "might perform rather better in turnover terms than in 1974" with a rise of around 16 per cent bringing their turnover to around £380m.

Retail sales of chemist\* and photo' shop (£m)

	1972	1973	1974
Independents	265	294	330
Multiples	312	375	447
Co-operatives	16	17	19
Total	593	686	796

\* excluding NHS receipts

Retail prices of most goods sold by chemists did not rise as fast in 1974 as the average increase in all retail prices—13 per cent up against 19 per cent. On the other hand soaps increased much faster (34 per cent) than average.

Spending on advertising by the Boots organisation in 1974 is given as £1.85m of which £850,000 was devoted to television. In 1973 the respective figures were £1.5m and £650,000.

## 'Amphetamine plot' chemist jailed for five years

A South African-born pharmacist was jailed for five years and fined £3,744 on Monday after he was alleged to have been found in possession of one of the largest hauls of amphetamine sulphate ever found by drug squad officers.

On Tuesday, Mr Awrom Alperstein, MPS, of Boreham Halt, Boreham Wood, Herts, pleaded guilty at St Albans Crown Court to conspiracy to supply a Controlled Drug, five charges of possessing a Controlled Drug, and possessing a firearm with no certificate. It was alleged that in April drug squad officers found amphetamine sulphate on scales at the back of Mr Alperstein's shop at Howard Drive, Boreham Wood, and they recovered 4lb of the drug—said to be worth £113,000 on the "black market."

Two other men, said to be couriers who arranged deals for Mr Alperstein, pleaded guilty to conspiracy to supply a Controlled Drug. One was jailed for three years and the other, currently serving a two-year sentence, was given 12 months, to run consecutively.

## Dual marking regulations

The Department of Prices and Consumer Protection has announced that Regulations have been made to require that from January 1, 1978, both imperial and metric quantity markings will be required on most prepacked goods.

The Regulations—the Weights and Measures (Marking of Goods and Abbreviations of Units) Regulations 1975—will also require with immediate effect that those items which are sold in prescribed metric quantities must be marked "metric pack", to enable consumers to easily identify such packs and to help them

make "value for money" comparisons. Other parts of the Regulations deal with the size of markings and specify the symbols and abbreviations which may be used. The Department is to issue a code of practice to ensure a consistent approach to the dual marking requirement.

## AHA facing staff cuts, but pharmacy not yet affected

A financial crisis is forcing the South Glamorgan Area Health Authority to cut back its expenditure and reduce staffing levels. However hospital pharmacy services in the area have not been affected as yet.

The authority is reported to be facing a possible deficit of £1.3m, but the picture will not be clear until after further figures are available. Nursing departments are

## Toiletries sales are increasing, says survey

The total value of sales by the toilet preparations industry in the UK, for the first quarter of 1975, amounted to £64.27m, states *Business Monitor* PQ 273.

Comparing figures with those given for the same period in 1974, the general trend has been towards an increase in sales in most sections of the toiletries market.

In the men's section, sales of hair preparations, aftershaves, Colognes and pre-shave lotions have shown noticeable increases. However, sales of talcum powders and deodorant/antiperspirants for men, although showing some growth, have not increased by an appreciable amount.

When comparing figures in the women's toiletries market the hair sectors shows considerable improvement on the same period of 1974. Sales of hair sprays and lacquers, setting lotions, hair colourants, permanent wave preparations and con-

said to be taking the brunt of the cuts so far with a cut in establishment levels from 4,090 nurses to 3,938.

Mr A. Williams, area pharmaceutical officer, told *C&D* that pharmaceutical services had not had to be cut so far, but may have to be later on. In fact three new staff pharmacist posts at the Heath Hospital in Cardiff had just been filled, to replace the three positions which fulfilled regional functions. He thought the area was one of the first to be hit by a financial crisis as its expenditure was at a higher level anyway.

## Chemist' June sales up 21 per cent

The value of chemists' and photographic goods dealers' retail sales in June was 21 per cent higher than in June 1974, according to the Department of Industry.

The new sales index for all chemists now stands at 182 (1971 = 100), compared to 165 for business generally, whose sales have risen by 20 per cent. Independent chemists' sales increased 18 per cent over the same period to a new index of 173, compared to a rise of 20 per cent to a 157 index for independent retailers generally. Figures for multiple and co-operative society chemists are not given, and NHS receipts are excluded from the calculation.

The final seasonally adjusted index of the volume of retail sales in June is 104.5 (1971 = 100), indicating a rise of 2 per cent from the low May level.

## Priority for health centres

The National Health Service in the West Midlands needs to channel more revenue and capital resources into community-based services than previously.

This opinion is given in a consultative document on a 10-year strategy for the service, published by the West Midlands Regional Health Authority. Development of health centres is one of the matters considered to deserve high priority. The more rural parts of Hereford/Worcester and Shropshire and parts of South Staffordshire are mentioned as being in need of community hospitals and health centres, and the current health centre programme may need to be reorganised.

ditioners all show marked rises. Hair-sprays have increased from 4,473 units to 6,114 and permanent wave preparations rose from 827 units to 1,287. These increases are typical of the section.

In makeups, lipsticks and eye makeups show the most movement. Lipsticks and lip glosses rose from 1,797 units to 2,146 units this year; eyeshadows, mascara and other makeups rose from 2,418 to 3,420 units.

Other toilet preparations to show an increase in sales are: cleansers, moisturisers and nourishing creams, and body and hand lotions. The one product to show a decrease in sales is the squeezy pack deodorant; other forms of deodorants remained fairly static. Bath oils, creams and liquids rose slightly at the expense of other forms where figures dropped from 1,496 to 1,402 units.



# Government to go ahead with 'safety packs' proposal

The Government has decided to go ahead with its proposals for the safety packaging of retail packs of children's aspirin and paracetamol by, if possible, January 1, 1976.

Announcing this in a Commons statement last week, Dr David Owen, Minister of State, Department of Health, added that the Government had decided to go ahead although a few details remained to be settled. The British Standards Institution had advised that it would be unwise to modify the Draft for Development for reclosable containers, and the Government has decided that reclosable child resistant containers will have to meet the full test set out in the Draft for Development. As a temporary measure a reclosable container which has passed the US test will be allowed.

The BSI had considered the possibility of designing suitable specifications or tests for materials for unit packaging, but have estimated that a standard would take over a year to produce. The standard would not refer to the child-resistance of the packaging but would cover various types of unit packaging and test levels for strength, etc. As immediate action is required, unit-packaging without a test will be allowed by the regulations. The unit-packaging will have to be pharmaceutically suitable and it will have to be selected with a view to its child resistance. Dr Owen added that product licence holders for children's aspirin and paracetamol products will be asked to introduce the safety packaging on a voluntary basis without waiting for detailed regulations.

## Other products

Safety packaging of the other medicinal products mentioned in the Minister's earlier statement (*C&D*, May 3, p586), would be based on similar requirements although some modifications might be necessary if the British Standard for pharmaceutical unit-packaging materials does become available by 1977—the earliest date for proposals on these other products. The products are: all tablets, capsules and pills containing paracetamol or aspirin (except effervescent tablets containing not more than 25 per cent aspirin), tricyclic antidepressants, barbiturates, phenothiazine derivatives and iron salts containing more than 24mg elemental iron per dosage unit.

Discussions were continuing with the representatives of the pharmaceutical profession and of dispensing doctors on the safety packaging of aspirin and paracetamol products dispensed for children.

[A spokesman for the Central NHS (Chemist Contractors) Committee confirmed the discussions were continuing.]

Answering a question from Mr Roger Sims, MP, Dr Owen said: "It is not possible to require all medicines dangerous to young children to be in such containers immediately because the pharmaceutical and packaging industries will need time to introduce them on such a wide scale."

A spokesman for the Proprietary Association of Great Britain told *C&D* that Dr Owen's statement was "helpful", and he had "drawn out the parameters" more clearly. What was left was a very tight schedule for companies to change specifications for their packaging. The Association hoped in the long term to avoid "a lot of bureaucracy and red tape" over the testing of reclosable containers on British

children, which had already been done in the US—the BSI draft was very similar to the US test.

Manufacturers of reclosable child resistant containers contacted by *C&D* were confident they could meet a surge in demand and were prepared to undertake further investment once the long-term level of demand was known. However, a spokesman for United Glass Closures & Plastics Ltd—makers of Clic loc—said the company felt that all safety closures made in the UK should be tested in their own right, and should not just rely on tests of US-produced products—slight variations in moulds and materials could affect child resistant properties. UG had recently tested closures made in Britain in both the USA and Germany, where they had passed the US test with "flying colours".

## July Register losses

There was a net loss of 17 premises to the Pharmaceutical Society's Register in July when 28 pharmacies closed down and 11 newly registered. Three of the closures were in London, 24 in the rest of England and one in Scotland, while four opened in London and seven in the rest of England. Wales remain unchanged.

## Society's advice on digoxin tablets

The Pharmaceutical Society has made the following recommendations on the dispensing of digoxin tablets:

"The date of dispensing should be included on the label of all digoxin tablets BP supplied from now onwards. The prescriber should be contacted, before a prescription dated prior to October 1 is dispensed, if the tablets are for a child or, in the case of an adult, if the dose is 500 micrograms a day or more. The prescriber should be contacted, or the patient advised to consult his doctor, when any 'repeat' private prescription is presented after October 1 and the prescription was written before that date.

"Any person who seeks to purchase digoxin tablets after October 1 and before he has obtained tablets against a prescription written after that date, should be

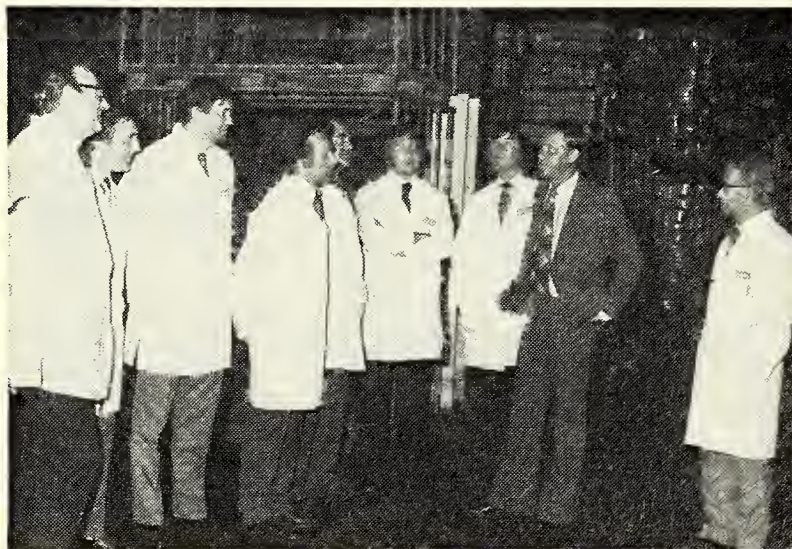
advised to consult his doctor. The prescriber should be consulted before any prescription written before or after

October 1 is dispensed if the pharmacist, from his knowledge of the previous medication of a patient, or following a discussion with a patient, has any doubts about a prescription which includes digoxin tablets BP. When Lanoxin tablets are prescribed or requested and the patient has previously been taking this brand and has, therefore, been stabilised using Lanoxin, there should be no need to contact the prescriber."

It is suggested that before October 1, pharmacists may wish to discuss informally with local doctors the procedure which individual prescribers intend to adopt for patients taking digoxin tablets regularly.

Major buyers from chemist wholesalers were recently guests of Mölnlycke Ltd in France, when the company put forward its ideas on the future of the sanitary protection market (see article p188). Seen here at the Mölnlycke factory at Boulogne-sur-Mer are (left to right) B. Sparling, (Vestric); T. Workman, (Mölnlycke); P.

M. Worling, (Vestric); G. B. Green, (Savory & Moore); A. F. Reed, (Sangers); M. Beer, (Mölnlycke); P. G. Needham, (Sangers); Per Fjeldahl, (production manager of the Boulogne-sur-Mer factory) and J. L. Smith, (Hall Forster)





# Irish GMS: Minister makes new offer on back payment

The Irish Minister for Health, Mr Brendan Corish, this week increased his remuneration offer to General Medical Services contractors, but only in relation to retrospective payments. The Irish Pharmaceutical Union's Executive was to meet on Wednesday evening, after *C&D* went to Press, to discuss the offer of full retrospective payments, 70 per cent to be paid next month.

The Union last week deferred the notices of withdrawal from the service by

seven days to August 14 following an "eleventh hour" meeting between Union representatives and the Minister. Although Mr Corish refused to increase his offer of a total of 41p fees and costs per prescription, the meeting discussed the question of retrospective payments. The Minister had previously offered half the retrospection recommended in the independent Review Body report (*C&D*, July 26, p109) which had also recommended a 52p total of fees and costs from last month.

## Most US consumers favour drug substitution

A US survey of the consumers' viewpoint on brand substitution has suggested that a majority are in favour of the repeal of ant substitution laws.

In the survey, Dr A. A. Nelson, college of pharmacy, University of Illinois, and Dr J. P. Cagnon, school of pharmacy, North Carolina University, analysed responses from 999 consumers in 47 states and the District of Columbia. Some 58.8 per cent favoured repeal of anti-substitution laws, the major reason cited being the feeling that consumers would generally incur a price saving on their prescription purchases. The major reason lodged against repeal was the feeling that the physician has the best knowledge of which product the patient needs.

The authors, reporting their findings in last month's *Journal of the American Pharmaceutical Association*, also found that most consumers were willing to allow their pharmacist to substitute on their prescription, unless their physician specified "no substitution". Analysing the data, according to several demographic variables, the authors found that the better educated, more affluent and younger consumers tended to accept the pharmacists' potential role in drug substitution.

### 'Opinion makers'

"These people are often the opinion leaders of a community and their acceptance of the pharmacist is both personally rewarding and necessary for future professional development," the authors comment. "However, pharmacists should be concerned by the fact that the less affluent, poorly educated and older patrons were reluctant to accept the pharmacist in this expanded role. It is these individuals who would benefit the most from the purported consumer price savings deemed possible with brand substitution."

The survey also revealed that the type of pharmacy patronised apparently has no significant relationship to acceptance of the pharmacist as a product selector. Although it would seem that patrons of "professional" type pharmacies would be more receptive to the pharmacist in his

expanded role, because of the image such an environment is thought to convey, the study's data "suggest that the patient may not transfer the professional image of the practice environment to the practitioner."

### Swedish experiment

The same issue of the *Journal* also prints the text of a speech made by Mr R. Lonngren, chairman of the National Corporation of Swedish Pharmacies, to the recent American Pharmaceutical Association annual meeting. There seem to have been many hopes for a failure of the Swedish experiment, he said, and there had been many rumours of extreme increases in drug prices, losses of capital and a steadily diminishing service since nationalisation of pharmacies.

Drug prices had increased, but in fact less than prices in general, and in 1972-1974 the company had a surplus and paid dividends—the net result being about \$2m. In the first year, (1971) there was a loss due to "extraordinary costs" and no dividends were paid. Since the company—Apoteksbolaget—commenced wholesale distribution, its share had risen to 70 per cent by May 1 this year. Mr Lonngren emphasised that the form of organisation is only a means to the goal of providing "the best medicines at reasonable costs", which required co-operation on a broad basis.

## Pharmaceutical industry congress in Paris

Pharmacom Europe '75, is to be staged in Paris at the brand new Sofitel de Paris, September 24-26. Delegates are restricted to senior executives wholly employed in the pharmaceutical and allied industries.

The object of the congress is to examine and discuss key issues of importance to the continuity and well-being of the industry, and, in parallel, clearly to demonstrate its integrity.

As Mr E. J. Cruickshank-Robb, director of the Congress explains: "At a time when the industry is facing difficult and challenging situations throughout the



Mr B. Blakemore (left) Shulton group brand manager, presents the winning trophy to Paul Seaton, captain of the Great Britain water ski team, at the recent Old Spice International water ski championships. This was the first time Shulton (Great Britain) Ltd had sponsored a sporting event

world it is vital, as never before, to promote forthright and meaningful discussion on the status and future of the industry in Europe. Pharmacom '75 is a contribution to this objective."

The organisers of the Congress are Pharmacommunications Ltd, 273 Regent Street, London W1R 8BN. The registration fee for UK delegates, including air travel and transfers, is £249.50; accompanying ladies £110 inclusive.

## Switzerland: move to cut doctor dispensing

Some Swiss doctors are making up to £85 a day by selling drugs to patients instead of issuing prescriptions, according to an article in *General Practitioner* recently. The canton of St Gallen is proposing a new law to ban this "propharmacie" except in villages over three miles from a pharmacy. However, doctors making house visits would still be allowed to do their own dispensing.

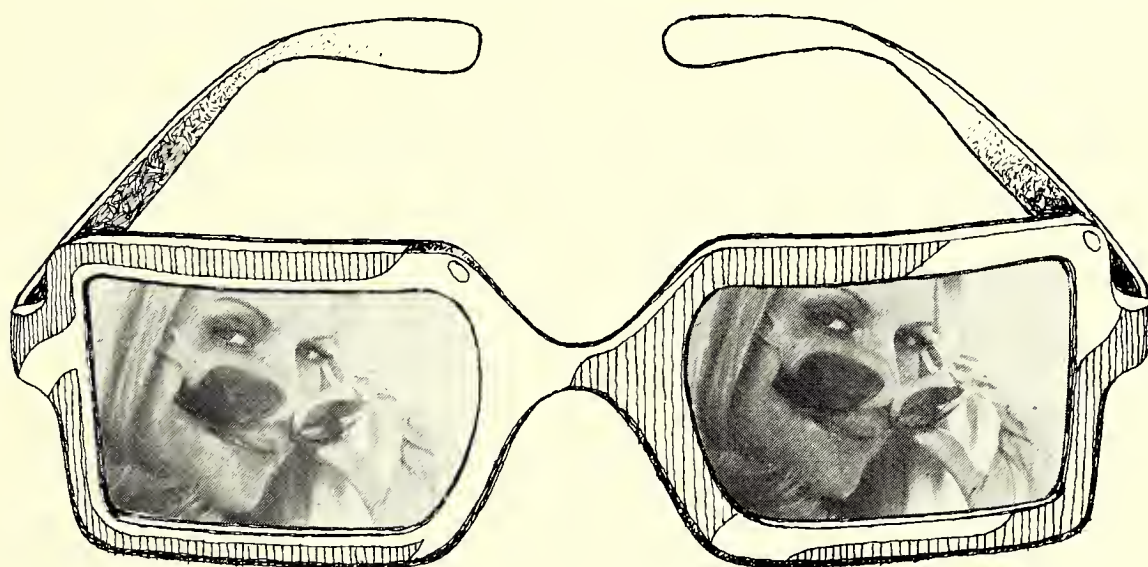
## Price Code powers against wage rises over £6

Orders to make companies supply information on relevant wage settlements with pre-notifications of increases to the Price Commission were published last week. They also provide for sanctions against the payment of any remuneration in excess of the £6 limit by disallowing price increases where wage settlements involved are greater than the limit.

The Orders—the Counter Inflation (Price Code) (Amendment) (No 2) Order 1975, the Counter-Inflation (Notification of Increases in Prices and Charges) (Amendment) Order 1975, and the Counter-Inflation (Prices and Charges) (Information) (Amendment) (No 2) Order 1975 (HM Stationery Office, SI Nos 1293, 1294, and 1295 respectively; £0.11 each)—were made under the Remuneration, Charges and Grants Act 1975 (HM Stationery Office, £0.18) and came into force on August 8. The Orders were produced following the recent consultative document (*C&D*, July 26, p107) which proposed such measures.



# We'd like to catch your eye, Mr. Distributor.



Correna Sunglasses have become established as a nationally known brand. Now, as part of a continuing expansion programme, Correna wish to appoint wholesale distributors, who will hold the exclusive chemist franchise in the following areas:

Northern England  
South East England  
East Anglia  
Midlands  
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You will need, of course, an established connection with retail chemists. More important, you will wish to work enthusiastically with a company which is

well-known for its aggressive and positive marketing attitudes.

In return, you will be selling the most comprehensive range of all – plus an ancillary collection of profit-boosting Correna accessory items. We will supply imaginative promotional and advertising support, which in 1975 combined TV or Cinema commercials to a national equivalent media expenditure in excess of £100,000.

So now we've caught your eye, we'll lend an ear to your application. Apply in confidence, with basic details of product lines carried and areas covered, to Anthony A Corre, Managing Director.

## Correna

Correna International Limited, 30 Station Parade, London NW2 4NX



# New symbol for some family planning scripts

New procedures have been decided for dealing with prescription charges on some systemic drugs which are not generally associated with family planning but which may be prescribed for this purpose.

The procedures are explained in a circular from the Department of Health to all chemist contractors in England and Wales, and will apply immediately to prescriptions on form FP10 or its variants.

Prescription charges should not be levied on the contraceptive appliances listed in the Drug Tariff, spermicidal gels, creams, films, pessaries and aerosols, or the following drug, some of which are not primarily promoted as contraceptives: Anovlar 21, Confer (presented in a combination pack, one prescription charge remains payable for the iron tablets), Conovid, Conovid E, Controvar, Demulen, Demulen 50, Enavid 5mg, Enavid E, Eugynon 30, Eugynon 50, Femulen, Gynovlar 21, Loestrin 20, Lyndiol 2.5, Metrulen, Metrulen M, Metrulen 50, Microgynon 30, Micronor, Minilyn, Minovlar, Minovlar ED, Neogest, Noriday, Norinyl 1, Norinyl 1/28, Norinyl 2, Norlestrin, Orgaluton, Orlest 21, Ortho-Novin 1/50, Ortho-Novin 1/80, Ortho-Novin 2mg, Ovanon, Ovran, Ovranelle, Ovulen 50, Ovulen 1mg, Progesterone Injection BP, Serial 28, Tova, Volidan, Volidan 21. The prescription will not be specially marked.

For other drugs, if the prescription is for contraceptive purposes the item will be marked by the prescriber with a symbol ♀ and a charge should not be levied for any items so marked. In the absence of the symbol the normal prescription charge will apply to that item.

## Contraceptive market: no radical changes predicted

Radical changes in the contraceptive market are unlikely for some years to come, according to the August *Retail Business*.

Only the production of an entirely new product eg a male "pill" could change the market dramatically. Development is likely to be within the framework of existing products, with new brands of IUD and condom available and G. D. Scarle planning to enter the condom market in the autumn.

Although there is an upward trend in the proportion of couples using "artificial" rather than "natural" contraceptive methods, it appears that the probable increases in sales of the "pill" and the intra-uterine device are likely to be accompanied by a decrease in sales of other methods. Increased "pill" and IUD usage are predicted as a result of the extension of family planning facilities under the National Health Service.

Estimated retail sales of oral contra-

ceptives in 1974 were about 24 million units compared with less than 22 million units the previous year. Family planning clinics now account for about one third of all sales, says the report, and samples supplied to general practitioners by manufacturers are a "not insignificant channel of distribution."

Schering Chemicals Ltd had a market share of about 53 per cent of sales of oral contraceptives through pharmacies in 1974. The success of Ovran led to John Wyeth Ltd almost doubling their market share to 8.5 per cent. Minovlar was the most popular with a 19 per cent share. "The sequential 'pill' appears doomed in the UK", being responsible for only 0.1 per cent of the total market.

The Economics Intelligence Unit estimates that, in 1975, 2,800,000 women will use the "pill" (medical reasons included) and there will be 2,500,000 users of the condom. Chemists are responsible for the sale of 30 per cent of condoms and barbers for 25 per cent. While LR industries have about 90 per cent of the UK market, the rapid rise in imported contraceptive sheaths suggests that "importers have been achieving some success in competing with the Durex brands."

The report says that retail sales of chemical contraceptives have declined in recent years and were about £215,000 in 1974, with Ortho Pharmaceutical Ltd having a market share of about 57 per cent and W. I. Rendell 25.5 per cent.

## EEC medical treatment for self employed?

A working party has been set up by the EEC Commission to consider the question of extending social security and health provisions to people moving between member countries who are not already covered by present arrangements, Dr Owen stated in a written Commons answer last week. The UK will be repre-

sented on the working party and will urge changes in EEC regulations so that medical treatment is made available for self-employed British subjects during visits to EEC countries.

□ The Department of Health is to discuss with the Employment Service Agency of the Department of Employment what arrangements should be made for the notification of UK vacancies for salaried doctors in other EEC countries and the provision of advice to British doctors who wish to practise in other EEC countries.

## Shoplifting blamed on Ponderax 'side effect'

A Bristol housewife was cleared of five shoplifting charges last week when she claimed that Ponderax tablets she had been taking made her "depressed and forgetful." She said she had taken the drug for a year, in which time she slimmed down from 15½ stone to 10 stone 4lb, and then stopped taking it for a while, starting again when her weight began to rise again.

A spokesman for Servier Laboratories told C&D that, from Press reports of the trial, it appeared the woman had started self-medicating herself with the drug after the gap in treatment. A case of shoplifting under similar conditions had been reported a few years ago, but the spokesman added there was "no problem whatsoever" when the patient was undergoing normal medical treatment.

## Support for new discipline of clinical pharmacology

Support for the establishment of clinical pharmacologists to give impartial appraisals of drugs is given in a leading article in *The Lancet* last week.

"It seems incongruous that, for months after a new drug is marketed, almost all the information reaching the doctor should come from the manufacturer and next to nothing from disinterested sources," the author writes. A recent recommendation that district hospitals should appoint physicians with a special interest in clinical pharmacology and therapeutics might be difficult to implement in the existing economic climate. But if the first appointees convincingly demonstrated their value a new career structure in clinical pharmacology would be created and "the present impasse may be resolved."

Mr D. Firmin, field sales manager, Polaroid (UK) Ltd, (second right), congratulates Mr J. H. Hurst, of Hurst Chemists, Ripley, Derbyshire, (right) on winning a crate of Champagne in the Polaroid sunglass Jamaica competition. Left are Mr & Mrs J. A.

Wilmot, customers of Mr Hurst, who won first prize of a holiday in Jamaica in the competition





# People

**Mr C. H. Preston Robinson, FPS**, who retired recently as group pharmaceutical officer to the Mansfield and Newark district, Nottinghamshire Area Health Authority, was the recipient of a number of gifts at a reception in his honour on August 8. A cut-glass decanter was presented to him on behalf of his colleagues in the pharmacy department and crystal drinking glasses by the district management team while the medical, nursing and other staffs in the Mansfield group of hospitals subscribed towards a cheque. Writing about the reception, the district administrator, Mr A. Ashworth states: "It was a very happy occasion attended by members of his family, his friends and his colleagues—about 74 people to wish him well in his well-earned retirement. His distinguished service with us over a period of 38 years must be a record which will never be surpassed."

## Deaths

**Barton-Wright:** Recently, Dr E. C. Barton-Wright, aged 72, a biochemist who spent many years developing a treatment for arthritis. He maintained that sufferers from the disease were deficient in pantothenic acid and that regular administration of calcium pantothenate would relieve symptoms. His work led to the marketing of Cantopal compound and Cantothene injection by the Cantassium Co.

**Paterson:** On August 3, Mr Donald M. Paterson, chairman and founder of Paterson Products Ltd, while on holiday in Scotland. Mr Paterson lost his life attempting to save a boy who was in difficulties swimming in a loch (see also p222).

**Sunderland:** Suddenly, on August 1, Mr Stephen Sunderland, vice-president of Max Factor & Co, International Division, and deputy managing director and director of sales and marketing, Max Factor Ltd. Mr Sunderland, who has been with Max Factor 18 years, was on a visit to the company's corporate headquarters in Hollywood. He leaves a widow, Mrs Elaine Sunderland, who is director of personnel, Max Factor UK, and a son and daughter.

## News in brief

□ A prefabricated health centre costing £100,000 is being planned for Poplar, East London, and it could be erected by the end of the year. It is planned to have a life of six years. Several health centres are also to be included in an extensive redevelopment of the dockland area of East London.

□ A national survey undertaken in April shows a 9 per cent increase over two years in the number of people collecting trading stamps. Some 85 per cent of all

# Topical reflections

BY XRAYSER

## Self-medication

I read your review of the recently published book by Dr Alan Klass—"There's Gold in them thar Pills"—and forthwith decided that the book was one for the bookshelf, though so far I have not found a copy at my usual bookshop. Not that they are out of stock of books—far from it. Pharmacist readers will not be surprised to learn that their skills are not fully utilised, for those who have given the matter any thought at all are painfully aware of the fact.

Dr Klass thinks that there is a massive waste of educational resources, though he does not feel that that is the fault of the course itself. What he wants to see is the skill and knowledge properly used. He says, for example, that the pharmacist can utilise that knowledge, together with his professional integrity and his advice, "to protect the consumer from commercially-motivated blandishment." Before he can do that, of course, he must have gained the complete confidence of the customer and, at the same time, he must be readily accessible.

To some extent, that was more easy of accomplishment when the now despised counter was the recognised meeting place.

The author realises, of course, that the blandishment has already got to work before chemist and customer meet at all, and if the persuasion is as the advertiser hopes, there is no occasion for the customer to do other than just buy without question. The persuasion may have started in any one of a number of ways, from television to an idle scanning of the printed word, even if the latter was not of so compulsive a nature as that of the sea-captain of W. W. Jacobs who, having gambled away all his money and his clothes, was found draped in yesterday's newspaper, reading the advertisements. And it would be surprising if that philosopher, after intensive study, was not aware of his sluggish liver-bile or the need to dispel his depression. For although the message is less blatant than it once was, the target is still the same—the individual who may be persuaded he is what one advertiser was wont to describe as "one degree under."

## Anxiety

There are many reasons why he should decide to embark on self-medication—or what he imagines is self-medication. (It is, in fact, not even self-diagnosis, for the symptoms are themselves suggested to him.) The individual may not want to consult the doctor for a variety of reasons. He may not want to "waste" the doctor's time; he may be afraid he will have to stop work, with all that that entails; he may fear an adverse diagnosis.

He is, therefore, a particularly vulnerable target for "wheedling, cajoling and badgering." That is only one aspect of the matter covered by Dr Klass, which provides material for much thought and discussion.

Many pharmacists, indeed probably all, have at some time or other questioned the sale of some nostrum when, with a little more persuasion, the customer might have been prevailed upon to try some other course. Professional success and satisfaction in such a matter may be derived from a negative result in that no sale was made. But it will probably be found that it takes considerably longer to dissuade the customer who has been exposed to the blandishments than to acquiesce.

adults aged 16-64 now collect stamps compared with the 1973 figure of 76 per cent. However, the General Purposes Committee of the Co-operative Union has issued a warning to all co-operative societies pointing out the dangers of issuing too many dividend stamps without

"due consideration being given to changing economic trade and taxation conditions."

□ Kodak Ltd have notified the Price Commission of intended increases, from September 1, on a range of products including films, flashbulbs and chemicals.



# Trade News

## Dialysis set with filter

A new peritoneal dialysis administration set incorporating a sterilising grade of filter is being introduced to the UK by Millipore (UK) Ltd, Millipore House, Abbey Road, London NW10 7SP. The set, which has been developed and tried out in the USA, is said to be quick and easy to install, and to require no sterilisation or changes of tubing throughout dialysis. It is designed to provide a closed system against micro-organisms and particles throughout the usual 20-40 dialysate exchanges without significant loss of flow rate. The company also hope to market an intravenous set with a filter in the near future.

□ Millipore have recently increased the range of Milli-RO reverse osmosis systems for producing laboratory grade water, and can now offer systems producing from 4 to 40 litres per hour.

## Methotrexate dosage error

Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS, regret to announce an error in the prescribing information for methotrexate. The data sheet information under lymphomas: Burkitt's tumour reads "Dosage is usually 15mg/m<sup>2</sup> or 4.5mg/kg". This should, of course, read "Dosage is usually 15mg/m<sup>2</sup> or 0.4-0.5mg/kg."

## Tetrachel tablets presentation

Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE, say that as from mid August, film-coated Tetrachel tablets will supercede the existing sugar-coated tablets. Prices and packs of 100 and 1,000 remain unchanged—it should be noted, however, that the 1,000's will be in a Securitainer as distinct from the existing Polcan.

## Sanatogen vitamins bonus

Fisons pharmaceutical division, 12 Derby Road, Loughborough, Leics, are currently offering their range of Sanatogen multivitamins, Multivitamins Plus Iron, Junior Vitamins and Vitamin C tablets on bonus terms. Their sales force will be offering new, coloured, ready-packed, counter display units from the beginning of September.



ber. Advertising support will be given for the range during the autumn and winter, say the makers.

## Change in veterinary terms

From August 18, Parke-Davis, Usk Road, Pontypool, Gwent NP4 8YH, are amending their trading terms to veterinary customers. The minimum net value of orders to qualify for 5 per cent discount will be £50, for 7½ per cent discount £100, 10 per cent discount £200 and 15 per cent discount £350. Veterinary wholesaler orders to the net value of less than £50 will be subject to a carriage and handling charge of £2.

## Cholera and typhoid vaccines

The Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH, say that the previous high demand for cholera vaccines has abated and all orders are now being met. Orders for typhoid vaccines are taking about 10 days to meet.

## Propa PH on radio

Radio Luxembourg has been chosen to advertise Propa PH lotion, distributed by Vestric Ltd, Chapel Street, Runcorn, Ches WA7 5AP, to its prime selling group—the teenage market.

Three new 30-second commercials are to be used incorporating a "country and western" jingle that is said to have been successful in the USA. The advertising is planned to last until November and features four "spots" a night, six nights a week.

## Gold Cross move

Gold Cross (UK Distributors) Ltd are to move into modern 16,000sq ft premises alongside Gold Cross Hospital Equipment Ltd. Effective September 1, the new address will be Coneygre Road, Tipton, West Midlands (telephone 021-557 1696). The move from Sheffield places the distribution company close to motorway and international airport communications.

## Agfa competition winners

The photographic department of the Derby and Burton Co-operative Society Ltd, Albert Street, Derby, was one of four winners who received £100 each in the recent Agfa-Gevaert Ltd's "smash and grab" window contest. A Staffordshire pharmacy—Clement Wain Ltd, 28 High Street, Newcastle—was among 16 consolation prize winners.

## Sheer Perfection trade promotion

Personal Supports Ltd, 50 Stoney Street, Sutton-in-Ashfield, Notts NG17 4GL, are offering a further discount of 10 per cent from trade price on all purchases of the complete counter unit of 18 pairs of Sheer Perfection support tights. The offer applies to orders received between September 1 and October 31.

## Crock of gold for retailers

Beginning this week, Kimberly-Clark Ltd, Larkfield, Maidstone, Kent, are promoting the following products: Kleenex for Men; Bright & Beautiful soft white, and Boutique tissues; Kleenex Chiefs paper handkerchiefs; Maxi-Dri towels; Kleenex toilet tissue; Kotex Simplicity; New Freedom and Feminine towels.



The products are shrink-wrapped and contain "Crock of gold" entry forms and leaflets for retailers. Entrants have to pinpoint the position of the "Crock of gold" at the end of the rainbow on the leaflet. Retailers' leaflets will also contain a money points "premium seal" worth 20p on Kotex products and 10p on all other Kleenex products. Retailers collecting more than 50p worth can redeem them from Kimberly-Clark for cash; inclusion of a Kotex seal doubles the value of the collection.

## Azlon safety products correction

The price of the emergency post for eye-washing, from Azlon Products Ltd, is £13.50 and not as stated in a printer's error (*C&D*, July 26, p138). Both prices quoted were prices to the user.

## Bonus offer ends

Allen and Hanburys Ltd, Bethnal Green, London E2 6LA, are withdrawing the current bonus offer for Acriflex from August 16.

## Holiday closure

Northern Pharmaceuticals Ltd, Galen House, Gratten Road, Bradford BD1 2PQ, will close on Monday, August 25.

## Jovan Ltd

The address of Jovan Ltd (*C&D*, July 26, p136) is 484 Honeypot Lane, Stanmore, Middlesex.

## Bonus offers

LR Industries Ltd, North Circular Road, London E4 8QA, Marigold Threesome baby pants. One free outer (one dozen packs) with each order received until September 30.

# on TV next week

Ln—London; M—Midland; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia. U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands

**Andrews Liver Salts:** So, NE

**Denclen:** Ln, M, NE

**Divi-Dent:** Ln, So

**Elnett Satin hairspray:** All areas

**Immac:** All except E, CI

**Lady Grecian 2000:** All except U

**Mum:** All areas

**Radox:** All except U, E

**Restoria:** Ln, M, So, A, U





What your brand leader is wearing  
this Christmas.

*badedas*-the universal gift that every body loves.



# New products and packs

## Cosmetics and toiletries

### *Fine, creamy eyeshadows*

Maybelline are introducing a new eyeshadow range said to have a fine, creamy texture that gives a smooth application. There are five Ultra-Velvet-matte shades and five Ultra-Frost shades.

The eyeshadows (£0.39) come in small, "slimline" square packs containing a sponge applicator. They are for sale in November (Plough (UK) Ltd, Penarth Street, London SE15 1TR).

### *Two-in-one setting lotion*

The latest product from Alberto-Culver Co is an aerosol setting lotion—Alberto Two In One Quick Set (£0.46).

The product offers "two setting lotions in one"—it can be used on wet or dry hair. The lotion comes in an 80-g aerosol with variants for normal, dry and greasy hair conditions. It will be supported by a national advertising campaign in October with advertisements appearing in women's magazines. For sale, September (Alberto-Culver Co, Culver House, 44 Newington Causeway, London SE1 6DX).

### *For primitive men!*

A new aftershave—Pagan Man—said to release the "primitive" nature of men, has been introduced by Picot Ltd. With a "tangy smell of woodsmoke" the 100cc aftershave (£1.20) comes in packs featuring cave drawings.

There is a merchandiser holding 13 bottles plus a sample tester available (Picot Ltd, 50 Upper Brook Street, London W1Y 2AE).

## Haircare

### *The Twirl from Kent*

The latest brush to be introduced by G. B. Kent & Sons Ltd, is the Twirl, a fully-radial bristle brush.

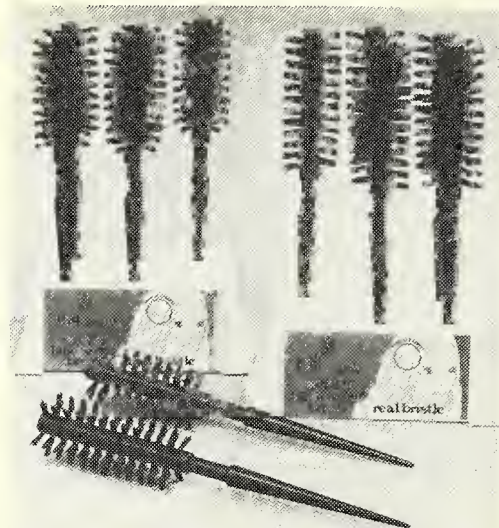
The brush comes in two sizes—curly long (£1.25) and curly short (£0.99). It has an "all-purpose" styling tip which releases hair for individual styling, tinting and hair curler separation (G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB).

## Photographic

### *Super 8 projector*

Highgate-Dufay Ltd are to introduce a new Super 8 cine projector at the end of the month. The Dufay PR2000 (£59) is made in white polycarbonate and weighs 12½ lbs. With an f1.4, 20-30mm zoom lens and synchronous fan-cooled motor, the projector operates at forward and reverse at 18 frames per second.

For illumination by an 8v, 50 watt lamp, the projector can take spools with up to 400ft of film. The lid, which closes to form an integral carrying handle, can also be used as a miniature screen. Other features include: one switch main control,



auto film threading reel to reel, and a steady four-point base (Highgate-Dufay Ltd, 38 Jamestown Road, London NW1).

## Sundries

### *Oriental look*

Geisha is the latest range of holdalls and purses from Jacquelle. Made from soft, "glitter"-effect nylon, the range features an oriental Chinese garden theme in design and is available in red and black.

There are four purses (ranging £0.65-£0.95) and six holdalls (£1.45-£2.25) in the range, plus two gift-boxed holdalls with matching cosmetic purses (framed £2.24, zipped £1.60) (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

## Household

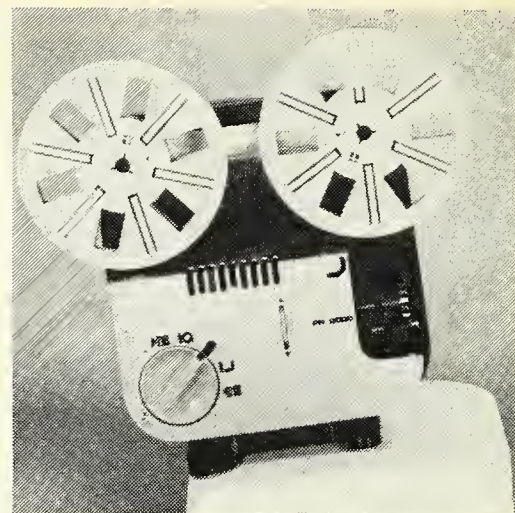
### *Medicated Bronco*

A medicated version of Bronco toilet tissue has been introduced by British Tissues. At the same time, the size and packaging of plain Bronco have been changed. The roll is now ½in wider and contains 350 sheets per roll. The pack design has been "updated" to feature fine white horizontal stripes and a large white shield. Bronco medicated toilet tissues has a green pack, the plain has a blue pack (British Tissues Ltd, Station House, Harrow Road, Wembley, Middlesex).

### *Oval Bathbrite*

A new oval-shaped Bathbrite (£0.21½) is available from Bowater Scott Corporation Ltd. Said to "complement the modern bathroom", the new sponge has a "sea sponge" appearance and is in two colours—blue fibre web on blue foam, and blue on pink foam. Both colours will be packed in mixed cases.

An introductory offer of "2p-off recommended price" will run through August and September (Bowater Scott Corporation Ltd, Bowater House, Knightsbridge, London SW1).



# Prescription specialities

## DERMOVATE-NN cream and ointment

**Manufacturer** Glaxo Laboratories Ltd, Greenford, Middlesex UB6 0HE

**Description** Clobetasol propionate 0.05 per cent w/w, neomycin sulphate 0.5 per cent w/w, nystatin 100,000 units per gram. **Ointment**: buff, paraffin-based. **Cream**: buff, water-miscible. Contains neither lanolin nor parabens

**Indications** Treatment of difficult dermatoses, notably stubborn eczemas, where bacterial or monilial infection is present or suspected, or to prevent infection occurring when treatment under occlusive dressings is required, eg in psoriasis

**Contraindications** Rosacea, acne, peri-oral dermatitis, viral diseases of skin, otitis externa when ear drum perforated. Hypersensitivity

**Method of use** Apply sparingly once or twice daily until improvement occurs. Discontinue when control achieved. Repeated short courses may be used to control exacerbations. In more resistant lesions, overnight occlusion with polythene film may enhance activity

**Precautions** Treatment should not continue for more than four weeks without the patient's condition being reviewed. Long-term continuous therapy should be avoided particularly in infants and children, in whom treatment should be reviewed weekly. Any spread of infection requires withdrawal of topical corticosteroid. When under occlusion, skin should be cleansed before fresh dressing applied. Should not be used in large amounts or for prolonged periods in pregnancy.

**Side effects** If weekly dosage less than 50g in adults (children in proportion) any pituitary-adrenal suppression is likely to be transient. Prolonged intensive treatment may cause atrophic changes such as striae, thinning of skin and dilatation of superficial blood vessels, particularly when occlusive dressings used

**Storage** Below 25°C

**Packs** 25g tubes (£1.38 trade)

**Supply restrictions** PI, TSA

**Issued** August 1975





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## MARKET VIEWPOINT

# Sanpro: time to cut your stock range?

by John Turner, marketing manager, Mölnlycke Ltd

*Chemists have a big stake in the sanitary protection market and much to lose from a sales trend to other outlets. Mölnlycke, who claim leadership in the total European towel market with a 17 per cent share (not including licencees), have decided views on how independent chemists should meet the challenge. Recently, they took a group of UK chemist-wholesaler buyers to France to explain why European experience suggests the chemist stocks too many "service" brands—and how the wholesaler can help the retailer maximise both sales and profits through his own stockholding.*

Grocers' share of the UK sanitary towel market has grown fairly dramatically in the past few years—from 24 per cent in 1972 to around 29 per cent in 1975—and we estimate their share is currently increasing at 1-2 per cent a year.

Obviously the main growth has been in the multiple sector and, until now, it has been at the expense of what we classify in marketing terms as "all others"—that is the small independent general store, department stores, confectioners/tobacconists, etc. By and large, the chemist has managed to hold his own, partly by virtue of his traditional role as a sanpro stockist providing a local service; partly because the chemist is undoubtedly far more aware of market trends and new products—and willing to experiment to please his customers—than the large store whose only personal contact with the customer is made at the cash checkout.

## At chemists' expense

However, the "all others" share has dramatically declined over the past three years: from 19 per cent in 1973 to 10 per cent in 1975. Small corner shops have closed, department stores have inevitably become less popular outlets for sanitary protection products. Thus, future growth in the grocery sector could be at the expense of the independent chemist unless he takes active steps to preserve his traditional rights in the sanpro field.

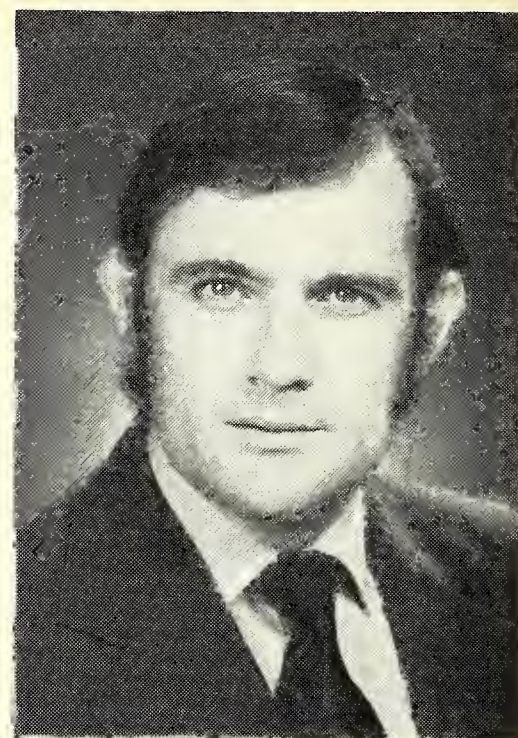
Two questions must spring to mind. First, why should the chemist trouble to hold on to his share of a market which has not only a bewildering proliferation

of products, but whose products are cumbersome to handle, bulky to stock? The answer is that sanitary protection is highly profitable. The total market is worth £34m; the chemists' share over £8m a year. Additionally, a properly-stocked sanitary protection section is essential to keep a regular flow of customers coming into the shop. Independent research shows that more packs of sanitary towels and tampons are sold per month than most other product categories stocked. The value of a product with built-in customer attraction speaks for itself, and cannot be overestimated.

## No outlet preference

The second question is perhaps likely to be raised by chemists who are sceptical of any large manufacturers' concern as to whether his products are sold through chemists or through grocers. The answer, quite simply, is that no manufacturer, including ourselves, has any direct interest in trying to change the channels of distribution for his products. The penetration of the sanitary protection market is 100 per cent, whether products are sold through grocery or pharmaceutical outlets so we are not in a position of developing the market through increased distribution. Naturally, we shall support all outlets that do business, and by definition that includes the grocer as well as the chemist. But there is no point in trying to push more trade towards the grocery sector instead of the chemist's than the national average for the product category.

In Europe, 85 per cent of the sanpro



market is held firmly by the grocer at the expense of the chemist; the majority share held inevitably by super- and hyper-markets. There are signs that the grocery share of the UK sanpro market is accelerating along the same lines, and although the chemist enjoys a unique position as adviser, giving personal service and attention—a position he should at all costs hold on to—it could happen that unless rational assessment of the situation is made now, he could lose out heavily to grocery competition.

The immediate step to be considered is rationalisation of brands stocked. The independent retailer has to react to cash flow and storage problems by cutting down on the number and variety of sanpro products he orders. But is he cutting down his range correctly? That is, is he retaining and promoting only those brands which are proven to be today's and tomorrow's top sellers?

## Overstocking

It is here that we feel we can advise him. Mammoth activity on the part of manufacturers since the launch of Libresse, with the consequent proliferation of new brands, has led to some over ambitious stocking on the part of many independent retailers anxious to give their customers the best possible service. Inevitably some of the brands introduced over the past three or four years have proved failures—and it is understandable that many retailers have become wary of being

## Sanitary towel brand shares in chemists (volume, per cent)

	1972	1973	1974	1975		1972	1973	1974	1975
<b>New generation</b>					<b>Looped</b>				
Libresse	8	11	12	13	Dr. Whites	33	30	27	21
Panty Pads		4	7	8	Lilia	10	10	9	7
Simplicity			3	6	Kotex	8	8	8	8
Mimosept Comfort				5	Celtex	7	6	5	3
Pantie Towels				3	Mene	3	2	2	2
Others		3	3	3	<b>All others</b>	14	12	11	9
<b>Special garment</b>									
New Freedom	6	6	6	6					
Nikini	9	8	7	6					

Sources: 1972-74, independent research; 1975 Mölnlycke projection from independent data up to June



too adventurous. In addition, other brands which have been traditionally good sellers have suffered significantly during this period.

However, the dust has settled, and the market now reveals some clear leaders in the towel sector. There are no fewer than 19 towel brands competing for attention in the chemist sector. Of these, nine only have a significant share of the market. The others—Celtex, Coronet, Silcot, Carefree, Fastidia, Mene, Pantie Towels, Sanella, Sylvia and Stayfree—add up to a total of only 20 per cent of the national market (Sylvia and Stayfree have been withdrawn but are still in-store). Stocking one or more of them should only be considered if there is a strong local demand. The nine towel brands given below account for 80 per cent of all towel sales, and among them fully cover the three segments that the towel market breaks down into:

*New generation towels:* Libresse, Simplicity, Mimosept Comfort, Panty Pads.

*Traditional looped towels:* Dr Whites, Lilia, Kotex.

*Special garment towels:* Nikini, New Freedom.

### Encouraging attitude

One of the most encouraging features about the chemist's attitude to the sanitary protection market is his recognition of the importance of new developments. He was the first to see the potential of new generation towels and in 1975 these will account for 38 per cent of all towel sales in chemists compared with a national picture of 28 per cent.

In this context it is worth mentioning that so far, in this country, we have seen only the tip of the iceberg as far as new generation towels are concerned—but this section is leaping forward. There has been a 10 per cent jump in sales and demand in the last six months alone—possibly given some incentive by the introduction of Mimosept Comfort, the first towel to offer the softness and 'bulk' demanded by looped towel users along with the advantages of self-sealing. But there are definite signs that the UK is catching up with much of Europe, where new generation towels are dominant.

At the moment, the chemist is still very much in the vanguard of the new generation movement. But if he is to remain there, he must come to terms with real market demand and stock and actively promote those towels which reflect it.

Shelf layout is another question for rationalisation. Today's woman is unconcerned about being seen selecting her brand of sanitary protection and a display which is easily accessible and attractively laid out pays dividends. Here the self-service supermarket type store can teach some independent chemists a valuable lesson.

However, there is one area in which the independent chemist is unassailable—personal service. Professional advice and attention in these impersonal times is a 'commodity' the value of which cannot be over-emphasised. It is this which gives the chemist his unique position in the retail world today and this, backed with a practical attitude to commercial realities, is what will keep him in the forefront of the sanpro market—if he wishes.

# Letters

## NHS bureaucracy

Your correspondent "Another Nobby" (*C&D*, August 9, p197) must have enjoyed adding his little bit to the highly emotive, if less than logical, attack on the NHS, its committees and pharmaceutical officers. Clarke generally, since the days of the illustrious long nosed cleric, have always enjoyed criticising their colleagues. Surely the time has come to give up this heel snapping and get down to the business of making these committees work for the profession?

If Mr Clarke, of *Daily Telegraph* fame, has a successful area chemist contractor committee he has access to area and regional pharmaceutical committees. He is therefore able to influence the development of the total pharmaceutical service, a position which no pharmacist had before the reorganisation of the NHS. Also, he should know that for the first time pharmacy has a voice at area and regional level among the other health caring professions who for the past 25 years have been choosing to ignore pharmacy when it suited them.

If either of the Mr Clarkes are business-like enough to assess the overall benefits they obtain from being independent contractors they will see that the new salaries are not as crazy as they appear.

T. D. Clarke

Yorkshire Regional Health Authority

## Don't let RPM slip away

In an editorial recently (July 26, p103) you commented briefly on the need for sympathetic support from manufacturers. You had RPM in mind and with good reason.

Most major pharmaceutical companies do their best to ensure that medicines are not treated as cut price merchandise (as they are in USA, for example) and happily they still outnumber those fewer, though increasingly numerous firms, who seem bent on forcing the end of RPM. It is quite easy for the latter: they simply (a) do not specify a fixed price, leaving the pharmacist to calculate his own "fixed" price from trade prices, common with vitamins; or (b) list prices as recommended selling prices—RSP; or (c) mix up fixed and RSP prices in the same list with minimum clarity.

As a rule the companies exploit this method, selling their products like toiletries to retail dealers, who are not always fully aware that the product is in fact a medicine having a fixed retail price backed by law.

It seems senseless to me that so soon after all the time, effort, and money was spent fortifying the Resale Prices Act the industry's trade associations seem unable to persuade some of their members to toe

the line and support RPM in deed and in principle. They should all join PATA as an act of good faith.

Pharmacists must begin to exercise even more discretion in which medicines they actively promote, and play these erring manufacturers at their own game. Vitamin A tablets for sunburn are of doubtful therapeutic efficacy yet are sold like sun tan cream in supermarkets; they should not get the pharmacist's professional endorsement. And those of our own profession who would like to compete with the publicly-owned retail chains with price-decontrolled dispensing must be mad. That is what the end of RPM would mean.

Pharmakon

## An unpleasant taste

Your report "Society's Inspector 'acted as agent provocateur'" (*C&D*, August 9, p182).

It would be interesting to know why the inspector considered it necessary to do some "inspectorising" on a Saturday afternoon, when surely he should have been helping his wife to do her shopping. The whole case leaves a nasty taste in one's mouth.

Furthermore I think the magistrates should be censured for treating the court as a "court of law" instead of primarily as a "court of justice".

It also seems as though the Society carries out its so-called "duty" with a smug face and its tongue in its cheek.

W. P. Richards

Newcastle-under-Lyme

## A Rolls or mini?

So Dr Klass thinks pharmacists should use their professional integrity and their advice to protect the consumer from commercially motivated blandishment (*C&D*, August 2, p192).

As a young starry eyed pharmacist I too felt that should be my mission in life. But as experience was gathered I wondered if that policy was in fact the right one. Scientific medicine is still very much in its infancy in spite of its amazing progress during the present decade, and treatment is often essentially a matter of personal relationship—between patient and doctor, patient and pharmacist, and above all patient and relatives or friends. The placebo still has an important place in medicine as has the psychological aspect.

Dr Klass seems intent on ensuring the one basic level—the generic. But has he not heard of those celebrated words of Sir W. S. Gilbert

When everyone is somebody

Then no one's anybody.

Patients are people—some choose the mini as a mode of transport, others prefer larger and more expensive means. Dr Klass will no doubt have a special preference—and rightly so.

I have therefore amended my original approach—yet I do not think I have become merely an entrepreneur. In fact I believe I have adopted a much more individual approach to my customers—or rather patients. My professional duty is to help them recover without delay. Often their attitude to their problem prescribes the cure and they do not always want something cheaper.

BP '32



# Professional News

Pharmaceutical Society of Great Britain

## Society revises policy on Council candidates

The Pharmaceutical Society's Council has revised its policy on pre-election canvassing by Council candidates.

Members at the August meeting agreed that the period before the election, during which candidates could submit letters for publication in the Society's journal, should be extended.

In 1971 the Byelaws had been amended to bring forward the closing date for nominations and other related election dates to provide a longer period between the declaration of candidates and the circulation of voting papers, to give branches a better opportunity to invite candidates to address branch meetings. It was decided to revert to the election dates which were in operation before 1971, thereby extending the period in which correspondence would be acceptable for publication. An appropriate amendment to the Byelaws is to be made to coincide with the amendments introducing the single transferable voting system. The Organisation Committee felt that candidates should be allowed up to 500 words in their statements of policy. It was agreed that the reporting of an address to a branch meeting given by a member of Council who was a candidate should be subject to the normal discretion of the editor of the Society's journal as would be the report of an address given by any other candidate.

### Policy on boundary changes

Further representations by branches on the reorganisation of boundaries have been considered by a special branch boundaries subcommittee, which noted that in recent discussions there had been no disagreement expressed about the Council's decision to make the boundaries of the Society's regions coterminous with those of the NHS regions, to facilitate postgraduate education. It decided to follow the policy that the boundary of each Society branch should be contained within a Society region with no exceptions and that the Council's general policy in the matter should be followed wherever possible. However, exceptions might be made when the arguments put by the branches concerned were strong enough to warrant more flexibility.

It was agreed that the co-optation of the pharmaceutical adviser to the Welsh Office as a full member of the Rhanbarth Cymru committee should be approved.

Following representations from the Rhanbarth Cymru committee, the Organisation Committee felt that it would not be possible at this time for the Society to support financially the establishment of a Welsh department. It was agreed that before any further consideration was given to the matter, the Council should be able

to assess the outcome of further devolution of powers from central government and of a Welsh assembly.

The Council agreed that Mr C. C. B. Stevens should represent the Society on the general committee of the Parliamentary and Scientific Committee, to which the Society has been a subscribing member for many years, and that the president in office should represent the Society at the annual meeting of the Committee.

### C&D research medal

The monetary award accompanying the *Chemist and Druggist* medal for research, presented at the British Pharmaceutical Conference, has been increased to £50. The Council expressed its appreciation of the increase.

The registrar reported that he had obtained confirmation from the high commissioner for Australia in London that, apart from a few special exemptions, it was now no longer possible for any pharmacist from Britain to get a residence permit to go to Australia to take work.

The Council nominated Mr D. N. Sharpe, Mr J. C. Bloomfield, Mr J. P. Kerr and Mr A. Howells to represent the Society at a symposium organised by the Campaign on the Use and Restriction of Barbiturates (CURB) which is to be held on September 18 at the Royal College of Physicians.

The Royal Institute of Chemistry, which had been granted a new charter under which fellows and members were to be known as chartered chemists, was also introducing a postgraduate qualification in the pharmaceutical industry. The two levels of the qualification—diploma and mastership—were related to the requirements of the Medicines Act and of the EEC Directive on the free movement of proprietary medicines. The Council agreed that letters should be sent to the Government department concerned reserving the right of the Society to be consulted on those matters.

The president, Mr J. Bannerman, presented the Council's gift—a china tea service—to Mr John Ferguson (assistant secretary), who is leaving the Society to go to New Zealand as chief executive and registrar of the Pharmaceutical Society of New Zealand.

It was agreed that the fullest information on the pharmacy manpower situation should be provided to heads of schools of pharmacy to be used at their discretion, and that if the Society became concerned at an increase in numbers in a particular school, the Council should take up the matter with the head concerned and, if necessary, with the governing body of the institution.

The Society's research scholarships have

been increased to £1,180 for graduates studying within the City of London and the Metropolitan Police district and to £1,085 for graduates studying elsewhere.

The following heads of schools have been co-opted to serve as members of the Education Committee up to and including the meetings in July 1976: Professor M. R. W. Brown, Professor P. H. Elworthy, Dr F. Hartley, Professor D. A. Norton, Mr F. H. Oliver, and Dr V. Walters.

Dr P. Parish, Medical Sociology Research Centre, University College of Swansea, and his associates are carrying out a study of the history, progress and present state of the relationship between the professions of pharmacy and medicine and the development and present state of clinical pharmacology and clinical pharmacy. An exchange of information between the Society and Dr Parish was approved.

While noting that most postgraduate courses for practising pharmacists already contained instruction on clinical aspects of the use of medicines, it was agreed that a letter should be sent to course organisers encouraging such instruction.

### Health centres

A letter is to be sent to the Department of Health seeking information on the latest advice given to area health authorities about the need to consult pharmacists when a health centre project is at its initial discussion stage. At a meeting of the General Practice Subcommittee, concern had been expressed that pharmacists were not consulted early enough about health centre building projects.

The Society is to make representations to the Royal College of Physicians concerning pharmacist membership of hospital ethical committees considering the use of drugs involved in new treatments.

The Society, the Central NHS (Chemist Contractors) Committee and the British Medical Association have made a joint submission to the Department of Health requesting that in the forthcoming redesign of NHS prescription forms, a box should be incorporated to enable the prescriber, if he so wishes, to indicate the number of days' treatment required.

### Hospital pharmacists' group

About 700 pharmacists have indicated their interest in the Society's proposed Hospital Pharmacists Group. Arrangements are being made for an inaugural meeting of the group to be held in October or November.

Dr D. J. Gibson and Messrs B. Silverman, M. H. McNicill, R. W. Odd and J. Wright have agreed to serve as co-opted members of the General Practice Subcommittee. Messrs W. T. Brookes, T. D. Clarke, D. R. Knowles, P. I. Harrison and C. R. Hitchings have been co-opted to the Hospital Practice Subcommittee.

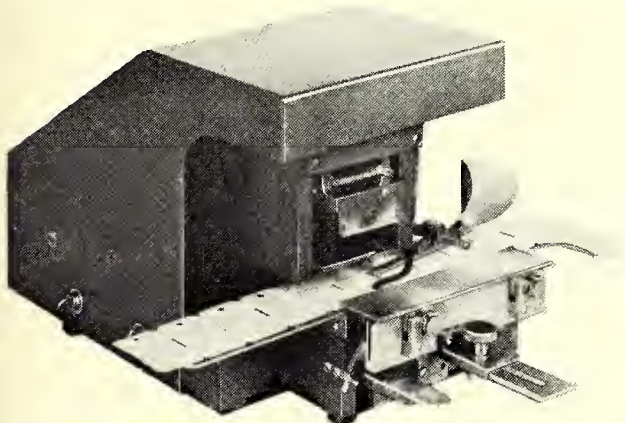
The Law Committee considered certain recommendations of the report of the committee of inquiry into the regulation of the medical profession (the Morrison report). One of the recommendations referred to the General Medical Council's power to order the immediate suspension of a doctor's right to practise in certain circumstances. It was felt that there could be certain circumstances in pharmacy where it would be an advantage for the Statutory Committee to have that power.



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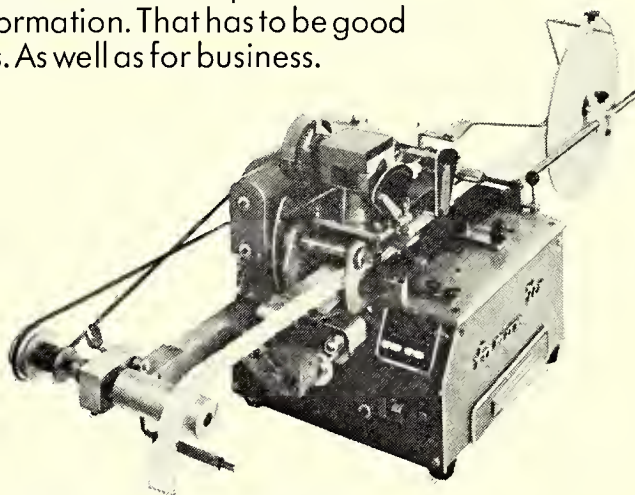
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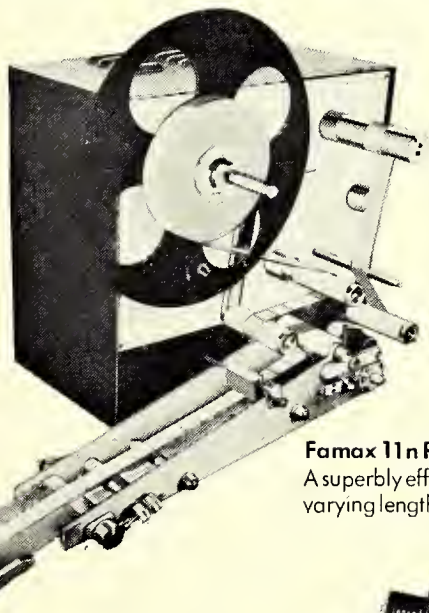
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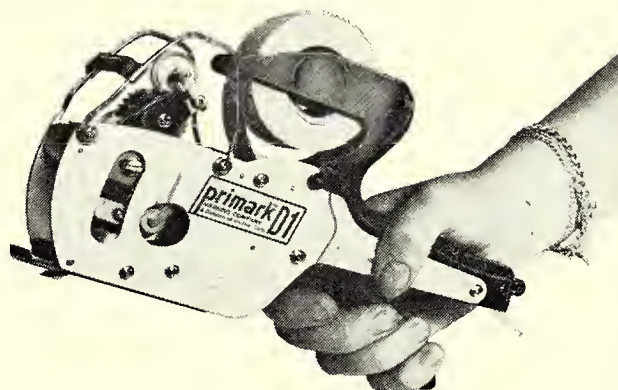
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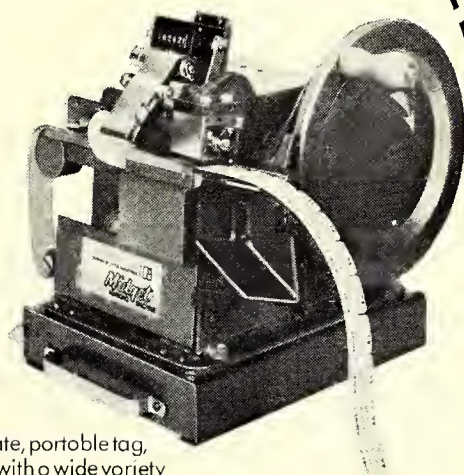


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# Company News

## S & N to discontinue some cosmetics

Adverse conditions in the cosmetic market which began in 1974 will necessitate the discontinuance and rationalisation of some lines, Smith & Nephew directors stated this week. The accounts for the 24 weeks ended June 14 show that sales totalled £54.39m (against £48.55m in the same period of 1974). Group profit before tax was up by only 1.7 per cent at £5.54m.

## Warner-Lambert records

Sales and earnings of Warner-Lambert Co for the second quarter and first half of 1975 were the highest for any comparable periods in the company's history. Second quarter sales were almost \$536m, an increase of 16 per cent, and net earnings \$41.33m, up 12 per cent. Sales for the first six months were up 17 per cent and net earnings 11 per cent. Mr E. B. Giblin, chairman, reports that prescription drugs and medical and scientific instruments showed particular strength, while consumer product results were led by worldwide sales gains of confectionery products. A regular quarterly dividend of 23 cents per common share has been declared.

## Farmitalia awarded cancer research programmes

As a result of an international competition organised last year by the National Cancer Institute of Bethesda, Washington, USA, Farmitalia, a subsidiary of Montedison, are to be given finance for scientific research into the discovery of new substances with anti-tumour potential.

NCI has undertaken to finance for three years the research that will be carried out by Farmitalia into the development of new derivatives of Adriamycin, which the group discovered in 1967 and which has proved to be particularly active in treatment of myeloblastic and lymphoblastic leukaemia and in solid tumours.

## London firm's debts

Debts of £75,000 were referred to at the first meeting of creditors held in London recently of F. M. Langford Ltd, manufacturing chemists, Maltby Street and Grange Walk, London SE1. The company had been in the hands of a receiver appointed by a debenture holder since April 1974. His receipts have totalled £14,831 and his payments £5,303. Creditors left the matter in the hands of the official receiver as liquidator.

## Long-service awards

Mr Abe Plough, founder and chairman of Plough Inc and chairman of Schering-Plough Corporation of America, recently made a special visit to present the first UK long service awards to be made by



Schering-Plough. Twenty-three people qualified, all having served with White Laboratories for many years before it became Plough (UK) Ltd in March 1974. Seen above with Abe Plough (centre) are Mrs Joan Allen who has been with the company for forty years, and Mr Howard Newman who has served for forty-five years. The total years service of those receiving awards added up to 400.

## Macarthy's order computers

Macarthy's Ltd have ordered four Sperry Univac 90/30 computers worth £0.5m for incorporation into a total order processing system. Upwards of 120 visual display units will be eventually connected to the four 90/30s for the keying-in of orders. The first 90/30 will be delivered to Romford in November-December and will replace a manual system.

## Philip Harris profits held

Turnover of Philip Harris (Holdings) Ltd in the year ended March 31 was £5.1m against £4.48m in the previous year. Pre-tax profit was slightly up at £479,862 (£475,107). The contributions made by the wholesale pharmaceutical chemists and surgical appliances business rose from 27 per cent to 33 per cent as to sales and from 10 to 24 per cent as to profits.

### Briefly

**Air Products SA** are to build an FrB80m speciality gas plant in Keumill, Namur, Belgium, to serve the continental European market.

**Laporte Industries Ltd** are to commence tablet production at their Girvan factory on October 1. After substantial modifica-

tion Girvan will produce the range of products formerly manufactured by Laporte at their Ilford factory. In addition, a comprehensive contract manufacturing service will be offered.

**Imperial Chemical Industries Ltd** are to spend £8m on a new 175,000-ton-a-year nitric acid plant to be built at Billingham, Cleveland, headquarters of the company's agricultural division.

From August 30, **Pharmakon Services** will operate from 25 Kingswood Gardens, Leeds 8 (telephone 0532-664443). The company's premises at 63 Great George Street, Leeds 1, will close down on the termination of the lease.

**Paterson Products Ltd:** Following the death of Mr D. M. Paterson, chairman and founder (see p213), the company will continue to be run by the board. Mr A. R. Brackenridge, who has been associated with the company since its formation 25 years ago, has been appointed chairman.

**Ilford Ltd** made a loss of £4.27m before tax in 1974 after being £2.13m in profit the year before. Losses were attributed to increased material and personnel costs and failure of a major US customer to take up a special order.

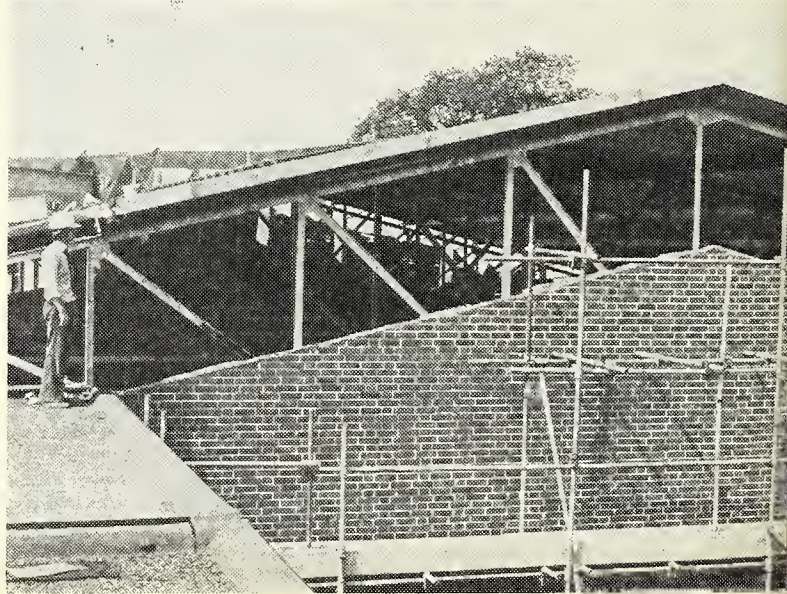
## Appointments

**Multipax Laboratories Ltd** have appointed Mr Alan A. Jackson their managing director following the recent retirement of Mr Bob Clarke.

**Laporte Industries Ltd** have appointed Mr A. H. Mattinson, general manager, medicines and toiletries. Mr D. A. A. Coward, becomes market manager, consumer products market group, with Mr J. D. Cross sales manager of that group.

**Food Containers Ltd:** Mr M. Higgins has taken over responsibility for the home and export business of the medical supplies division under re-organisation resulting from major expansion plans and the introduction of new products, including disposables. Additional sales executives are Mr B. Hill (Greater London and Eastern Counties) and Mr P. Smith (West Midlands, Trent and Mersey). Territory changes include Mr D. Oakden (Wales, Wessex and the Channel Islands) and Mr R. Boat (North, North West and Yorkshire). Mrs Anne Brown becomes responsible for internal liaison with customers including hospitals and laboratories.

"An increasing demand for their range of pharmaceutical, dental and sun protection products has "forced" the pharmaceutical division of Bayer UK Ltd to raise the roof." The roof section was raised 5ft to meet the roof height of the new warehouse extension nearing completion, which will provide an additional 3,500 sq ft of floor area





# Market News

## American produce dearer

London, August 12: The weakness of sterling against the US dollar during the week has affected shipment rates for botanicals of US origin and those from countries where the dollar is used for international trade.

Affected were balsam copaiba, cherry bark, hydrastis, Costa Rican ipecacuanha and witchhazel leaves.

Trading was quiet generally and a number of crude drugs eased either because of this or because new crop offers were received. These included balsams Canada and Peru, cascara, Russian liquorice and tonquin beans.

Brazilian menthol and peppermint oil were a little firmer but American *piperata* was easier on reports of a good crop expected this year.

## Pharmaceutical chemicals

**Acetarsol:** 50-kg lots £8.35.  
**Atropine:** (per kg in ½-kg lots) Alkaloid £85.00; methonitrate £85.00; methylbromide £83.50; sulphate £68.50.  
**Bemegride:** BPC £16.00 kg.  
**Benzocaine:** BP in 50-kg lots, £4.49 kg.  
**Calamine:** BP £557.00 per 1,000 kg.  
**Calcium carbonate:** BP light £70 per 1,000 kg.  
**Calcium gluconate:** £957 per metric ton.  
**Calcium lactate:** 250 kg lots £412 metric ton.  
**Calcium sodium lactate:** £0.90½ kg in 50-kg lots.  
**Cantharadin:** 10-g lots £0.75 per g.  
**Carbon tetrachloride:** Technical in 4-ton lots £185.60 metric ton.

## Crude drugs

**Balsams:** (kg) **Canada:** £16.80 spot; £16.10, cif for shipment. **Copaiba:** BPC £1.60 spot; £1.50, cif. **Peru:** £4.95 spot; £4.50, cif. **Tolu:** £3.45 spot.  
**Cascara:** £965 metric ton spot; £740, cif, new crop, Sept-Oct.  
**Cherry bark:** Spot £520 metric ton; £510, cif.  
**Chillies:** Uganda £690 ton, cif.  
**Cloves:** Madagascar £2,550 per ton, cif.  
**Hydrastis:** £8.10 spot; £7.70, cif.  
**Ipecacuanha:** (kg) Costa Rica £3.60 spot; £3.45, cif. Matto Grosso spot nominal £5.30; £5.15, cif. Colombian £5.30; £5.15, cif.  
**Kola nuts:** £180 metric ton; £170, cif.  
**Liquorice root:** Chinese £190 metric ton, cif. Russian £225 spot; £190, cif.  
**Menthol:** Brazilian spot £10.50 kg, shipment £10.10 cif. Chinese £11.50 spot, £9.70 shipment, cif.  
**Nutmeg:** (ton, cif) East Indian 80's £1,430, bwp £1,020 spot; £980, cif. West Indian 80's £1,410, unassorted £1,300; defective £980.  
**Pepper:** (ton) Sarawak black £735 spot; £695, cif; white £950; £900, cif.  
**Pimento:** (ton) Mexican US\$2,350, cif.  
**Tonquin beans:** £1.10 spot; £1.00, cif.  
**Witchhazel leaves:** Spot £2.00 kg; £1.85, cif.

## Essential and expressed oils

**Almond:** Sweet in drum-lots £1.20 kg.  
**Anise:** £14.50 kg spot; £13.50, cif.  
**Bay:** West Indian £10.25 kg.  
**Bergamot:** From £13.50 kg as to grade.  
**Bois de rose:** £4.50 kg spot and shipment, cif.  
**Buchu:** English distilled £255 kg.  
**Camphor white:** £0.90 kg spot; £0.65, cif.  
**Cananga:** Java £5.00 kg spot.  
**Caraway:** Imported £16.50 kg; English £28.00.  
**Cassia:** Chinese £11.00 kg spot; £12.40, cif.  
**Cedarwood:** Chinese £0.95 kg spot; £0.90, cif.  
**Celery:** English £33.00 kg.  
**Cinnamon:** Ceylon leaf £2.25 kg spot; £1.85, cif.  
**Clironella:** Ceylon £1.30 kg spot; £1.17, cif.  
**Clove:** Madagascar leaf £1.70 kg spot; £1.45, cif. English distilled bud £23.00.  
**Coriander:** £15.00 kg spot.  
**Cubeb:** English distilled £17.00 kg.  
**Geranium:** (kg) Bourbon £28.00 spot.  
**ginger:** English distilled £57-58.00 kg.  
**Lavender:** French £17.00 kg spot.  
**Lavender spike:** £13.50 kg spot.

**Lemon:** Sicilian best grades from £6.00.  
**Lemongrass:** £3.20 kg, spot; £2.90, cif.  
**Lime:** West Indian from £9.00 kg spot.  
**Mandarin:** £6.00 kg c and f.  
**Nutmeg:** (per kg) English distilled from West Indian £22.00; from East Indian £15.50.  
**Olive:** Spanish export licences suspended; Tunisian £1,000 metric ton, cif. Spot £1,100 duty paid.  
**Palmarosa:** Brazilian spot £7.00 kg.  
**Pepper:** English distilled ex black £45-£62.00 kg.  
**Peppermint:** (kg) Arvensis Brazilian £3.80 spot and shipment. Chinese £3.60, cif. American *piperata* £14-£14.50 as to origin.  
 The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the market quotations change frequently.

## Westminster report

### Drug sales promotion: pharmacy journals, future

Dr David Owen, Minister of State, Department of Health, has again made it clear that he is seeking big reductions in expenditure by the pharmaceutical industry on sales promotion, including medical representatives.

Replying to a Commons question from Mr Nicholas Winterton, who called for clarification of the Department of Health's policy towards pharmacy journals, Dr Owen stated: "I have received a number of representations about the possible effects of our proposals to reduce pharmaceutical promotion. I do not wish to see the position of journals of reference value prejudiced."

Mr Winterton then asked for an assurance that Dr Owen "will not impede the fine progress" which the pharmaceutical industry was making. Dr Owen, giving his assurances, added: "I think that the pharmaceutical industry makes a valuable contribution to the country's export drive, and we shall be doing everything possible to help it. However, it spends a high percentage—something like 14 per cent—of the product of its home sales on promotion. Although there is a need for information about new drugs, I think that there can be too much promotional activity."

Mr Bryan Davies asked if the Minister also accepted that, although necessary to protect the future of pharmacy journals, some of the protection might be afforded by redirecting resources from the industry, "which spends too much money on representatives."

Dr Owen replied: "The whole question of medical representatives needs looking into. Doctors are scientifically trained and obviously they need objective information. But whether they need such a large amount of spending on medical representation is open to doubt."

Mr A. Beith felt it "all to the good" if Dr Owen's proposal led to the pharmaceutical industry spending its promotional money strictly on the provision of information and reducing the money spent on favours and general promotion activity concentrated on general practitioners. Dr Owen replied that he had made it clear that "gifts and lavish amounts of samples" are a charge which should not be made

on the NHS, although at the moment they are claimable on the Voluntary Price Regulation Scheme. "I think there is a widespread feeling that this is an area for sensible expenditure cuts which might then be devoted to the National Health Service. I look forward to the support of honorable members opposite," he added.

## Minister concerned about information on new drugs

Mr Davies asked the Minister if he was satisfied with the quantity and quality of the information on new drugs and medicines supplied to general practitioners. Dr Owen answered that he was concerned that practitioners often had to rely on promotional material from pharmaceutical companies as their chief source of information on new medicines. "Although such material is sometimes of high quality, it can be misleading and may stress slight or irrelevant advantages of the product while minimising possible side effects or other disadvantages."

Having received the advice of the Medicines Commission on the best methods of supplying doctors with information about medicines and of improving the quality of advertisements, he was seeking the views of trade associations and professional bodies.

## Amendments fail

Moves to exempt small businesses from provisions of the Employment Protection Bill were defeated in the Commons recently. Last week the Commons also rejected a number of amendments including the following: to reduce the qualifying period for maternity pay from an employer to one year instead of two years; to increase the maximum period of paid maternity leave from six to 18 weeks; and to extend from 29 to 52 weeks the period for which an employer must hold a job open for an employee on maternity leave.

## Baby foods distribution

Mr Michael Meacher, Under Secretary of State, Social Services, stated in a written Commons answer last week that no conclusions have yet been reached on the compilation of regulations to govern the distribution of baby foods in maternity hospitals or to enable clinics to sell proprietary baby foods.

## 'No VAT on sanpro' rejected

Mr Denzil Davies, Treasury Minister of State, last week rejected a suggestion by Mrs Maureen Colquhoun, MP, that sanitary towels should be zero-rated for VAT purposes.

## Coming events

**Wednesday, August 20**

**Pharmaceutical Society of Great Britain, 17 Bloomsbury Square, London WC1, 12 noon.** Special meeting to approve sale of York Place, Edinburgh, properties (part of the Society's Benevolent Fund investments).



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Circulation ABC July/December 1974, 15,353.

### Appointments



#### INFORMATION DEPARTMENT

Applications are invited from Pharmacists for the post of

#### SUPERINTENDENT

of the NPU Information Dept.

The responsibilities include researching and writing and supervision of the staff of four in the day-to-day running of the Department. Previous experience of information work and a wide practical knowledge of pharmacy, particularly of retail practice, will be of considerable advantage. Starting salary in the region of £4,200 per annum, commensurate with qualifications and experience. Contributory pension scheme.

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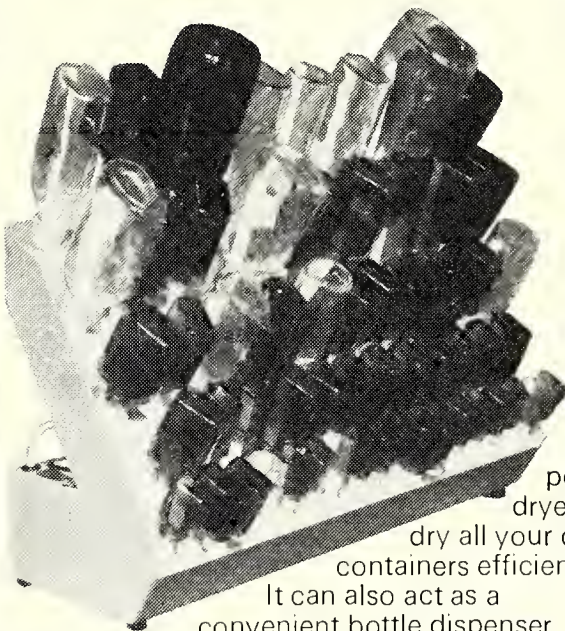
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